

GCIT Marketing Committee

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Galvanize state and regional leaders to globally market Arizona's knowledge-based assets in technology targeted industries with a unified overarching voice; as well as develop strategies to increase awareness of the state as a world-class innovation and technology center of excellence.

Recommendations

The Communications Strategy, recommended by the Marketing Committee, is designed to encourage Arizona's technology businesses to expand, as well as encourage key business decision-makers in California to consider Arizona for business expansion opportunities. The strategy specifically targets Arizona and California, however the materials developed to execute this strategy will also provide the foundation for expanded national and international campaigns.

Specifically, the Marketing Committee recommends a three-pronged approach consisting of PR, Advertising & Collateral and Media Strategies, in collaboration with a broad coalition of business and community leaders.

Public Relations

- Telling Arizona's story
- Arizona's Ambassador Program
- Business Development Missions
- Editorial Calendar/Media Pitching
- Expanded Message Development
- Arizona/California Relations
- Case Studies
- Industry Backgrounders and Whitepapers

Advertising and Collateral

- Gubernatorial Letter with Tech Connect Magazine
- Visionary Brochure
- Direct Mail
- Print Ad Series
- Webinars

Media Strategy

- Business journals
- Business and Technology Trade Publications